

FA 279 Writing for Management and Business - Winter 2006

Naperville Campus, Thursday evenings beginning January 5 2006; end March 9 (16) 2006

Instructor: Will Johnston, Ph.D.; edudoc@earthlink.net; The instructor has written professionally for many years.

This course instructs corporate writing that communicates correctly and persuasively. A wide variety of corporate writing is covered ranging from resumes and cover letters, through short and long business reports, to the creation of short and long proposals, good-news and bad-news letters, direct requests, and other effective business expression. Special attention is paid to the technique of unearthing valid and reliable research supported with modern document design, so that what is meant to be said is understood at the other end. *Students who wish to specialize in one area may work with the instructor using W-W or F-X competencies.*

Text: Contemporary Business Communication, 2nd edition. Boone, Kurtz, and Block. Prentice Hall, Saddle River, New Jersey

Competencies: A-2-B; L-7; F-X

Objectives: Students will be capable of:

- Creating professional level business communications.
- Writing with clarity so that the message sent is the message understood.
- Understanding the meaning contained in a business communication written by some other person.

Learning Tools:

- Detailed examinations of construction and text in identified types of business communication.
- Writing performed by students in-class or as homework.
- Personal writing critique by the instructor.

B. Evaluation of Work:

Students are expected to attend all class sessions, participate in discussions and perform all writing assignments. This counts for 1/3 of the final grade. Additional evaluations are as follows:

- Understanding of business writing, based upon in-class work. 1/3 final grade.
- Application of the principles identified in the lessons in final paper. 1/3 of final grade.

C. Standards of Evaluation:

1. Did student actively participate in the course ?
2. Were the facts accurate and to-the-point ?
3. Was the work clear and understandable ?
4. Did student demonstrate understanding of the subject ?
5. Did student demonstrate attention to attendance, due dates, and did he/she follow the format ?

D. Grades: A=90-100; B=80-89; C=70-79; D=60-69. Below 60 is F

E. Plagiarism.

When quoting from a publication or author, give credit. Credit is also given to the author when paraphrasing an author's thoughts in your own words.

F. Participation in the Class.

The instructor seeks an active level of preparation for and participation in classroom activities. It is possible to participate in a non-verbal form; in this case, the student has the responsibility for taking the initiative and informing the instructor of the way he or she elects to participate other than verbally.

Attendance is required. If there is a pressing reason for missing a class session, inform the instructor ahead of time either in person, or by a message, so work may be made up. Note that *three absences from class sessions are the maximum allowed by The School for New Learning*

There will be many in-class writing assignments. These aid the instructor in understanding your grasp of the material and will be graded. Some may not be returned.

G. Weekly Sessions: Class Needs May Dictate Revisions in the Schedule

January 5:
Week One:

Read and understand syllabus. Read Ch. 1 and Ch. 3 in class. Students working under the FX and WW competencies must notify the instructor and have an idea of how they wish to apply the competency to their final paper. Homework for next week: Ch. 4: planning business documents. Form groups.

January 12:
Week Two

Discuss Ch. 4. Class exercise on planning business documents. Homework due next week: Read Ch. 5: “Organizing, Composing, and Designing Business Documents”. How to write anything in the world.

January 19:
Week Three

Discuss Ch. 5. In-class writing assignment: Plan and design a memo that seeks to remedy a Human Resources problem within a Company—yours, or one that you create. Instructor will discuss subjects with class.
Read Ch. 17: Resumes and cover letters

January 26:
Week Four

Lecture and discuss Ch. 17: Resumes and cover letters.
Homework due next week: read Ch 8 and 9 : good and bad-news letters

February 2:
Week Five

Discuss Ch 8 and 9. In-class writing assignment. Discuss the competencies in some depth.
Homework: read Ch. 10: Persuasive Messages

February 9:
Week Six

Lecture and discussion of Ch. 10. In-class writing assignment. Write a persuasive message in any format you choose: letter, report, advertisement.
Homework: read Ch. 13: “Organizing and Writing Short and Long Reports”.

February 16:
Week Seven

Lecture and discussion of Ch. 13, long/short reports. In-class writing assignment.
Homework: read Ch. 14: long and short proposals. Have a proposal subject in mind for creation. This will amount to your final examination. When you are mulling over your proposal keep in mind all the material you have learned in this course, or as much of it as you can successfully use. This will be turned in for instructor’s evaluation.

February 23:
Week Eight

Lecture and discussion of Ch 14. In-class writing assignment. Instructor will have read and evaluated your proposals and will hand them back with comments. Take these comments and work them in to a revision of your proposal paper. These papers will be evaluated during the week and given back to you at beginning of Week Nine.

March 2:
Week Nine

Turn in first-draft of proposals. Instructor will read during this class period and give them back to you with individual comments for revisions.
Homework for final week. Revise proposal for submission the final week of class.

March 9:
Week Ten

Turn in revised proposals.
Evaluations. Wrap and goodbyes

March 16:
Week Eleven

POSSIBLE. NO CLASS, BUT AN EXTRA WEEK TO SUBMIT FINAL
If you should wish proposal paper returned, please furnish a self-addressed envelope, adequately stamped.

NOTE: All students working with competence FX or WW please contact instructor at end of the first session of class.

October 1 2005

BOOK ORDER:

Contemporary Business Communication, 2nd edition. Boone, Kurtz, and Block. Prentice Hall, Saddle River, New Jersey

18 STUDENTS

October 1 2005

OCTOBER 1 2005

HANDOUT: TO ALL "FX" AND "WW" STUDENTS
TO ALL "H2X" AND "HCF" AS WELL

To simplify your work on any of these competence descriptions, you may use these:

"FX" AND "WW" STUDENTS:

Can design a proposal to improve work or productivity conditions in an organizational environment.

“H2X” AND “HCF” STUDENTS:

Can design proposals to help facilitate organizational change.